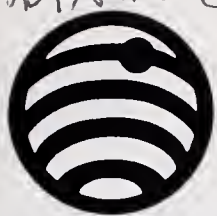


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MASSMEETINGS

Published by the Massachusetts Convention Center Authority Francis X. Joyce, Executive Director

Tribute

Francis X. Joyce
Executive Director, MCCA

The past year held many of the brightest days for the Massachusetts Convention Center Authority, occasions such as the opening and dedication of a world class facility. But 1988 also brought the darkest day in the Authority's six-year history: On December 23 death claimed Robert E. Sheehan, Deputy Director.

I was privileged to know Bob well only in the six years he served the Authority. While cast as my assistant, he was in fact my mentor, and I cannot begin to acknowledge all I learned from him. He was, above all, my friend, and I shall never be in his debt; he will be forever in my memory.

As a youth, Bob was a better-than-average athlete: The quickness and strength in his six-foot-seven body made him a formidable basketball player. His baseball skills enabled him to make an amateur team organized by Jim Hegan, the great pitcher of the Cleveland Indians of the American League.

Continued on page 7

Volume IV, Number 1

Winter 1989

Thousands attend

Hynes Dedicated, Visitors Impressed

Nearly five thousand people were hosted by the Massachusetts Convention Center Authority (MCCA) for the official dedication of the John B. Hynes Veterans Memorial Convention Center on October 6, 1988.

The convention center opened for business on January 21, 1988. The Hynes dedication event in October was, in es-

sence, a celebration of Boston's and Massachusetts' historic, ethnic and cultural diversity. The building-wide celebration, designed to introduce guests to its facilities, began with a reception on the first level, moved to a formal Speaking and Dedication Program in the 5,000-seat Veterans Memorial Auditorium, then continued with a variety of "Theme Areas" on the third level.

Continued on page 2



The elegant facade of the 860,000 square foot John B. Hynes Veterans Memorial Convention Center.



Thousands explore the new Hynes. The spacious third floor Boylston Street Hallway connects meeting rooms with the 25,000 square foot ballroom.

Ad Deadline: Late March

New Hynes Directory

There is still time to reserve advertising space in the new *Hynes Directory*, but not much time. Late March marks the closing for advertising commitments—so interested parties should call soon!

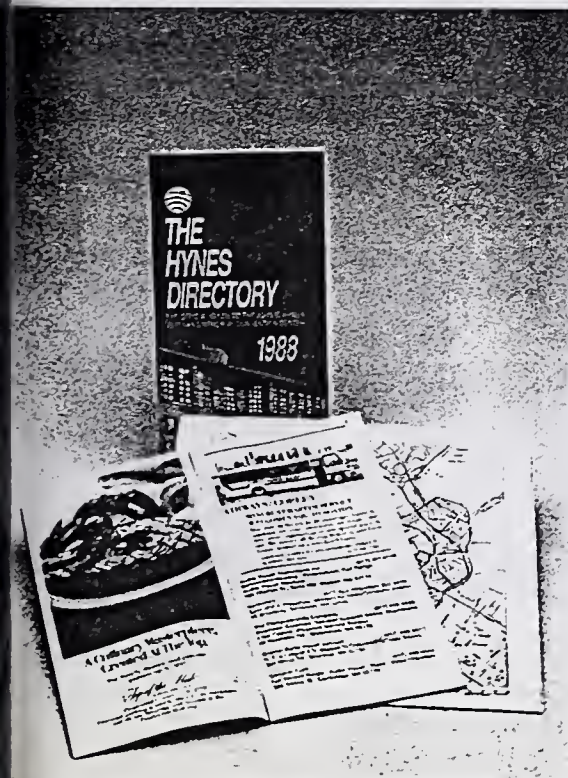
With a quarter of a million directories in circulation, the new publication will be the best way for advertisers to reach hundreds of thousands of out-of-town visitors to The John B. Hynes Veterans Memorial Convention Center. The new *Hynes Directory* will contain about 96 pages of valuable information on the convention center and all that Boston has to offer: shopping, dining, entertainment

and history. The 1989-90 directory will contain more editorial copy than the first directory, making it even more helpful to visitors to the Hynes.

The new *Hynes Directory* will be published April 15, and will be dispensed through a more extensive distribution system than was in place during the Hynes' first year of operation.

Contact Gerard Sperry at (617) 482-6777.

*Hynes 1-year anniversary
celebrated with 21,000
"Yankees". See page 4.*





Hynes Dedication . . .



Colonial honor guard joins the festivities.



A Boston "tall ship" helps set the mood in one corner of the ballroom.

continued from page 1

Guests were greeted on the first level by an honor guard comprised of authentically costumed Minutemen, Redcoats and colonials. Adding to the festivities were costumed participants representing Boston's ethnic and cultural diversity. Music was provided by the Boston Philharmonic Orchestra.

The formal Speaking and Dedication Program was hosted by State Treasurer and Chairman of the MCCA Robert Q. Crane. Participants included MCCA Executive Director Francis X. Joyce and Jack Hynes, the dean of Boston broadcast journalism, and son of the convention center's namesake, former Mayor John B. Hynes. A time capsule was opened, which contained memorabilia from the time of



Delicious food, served with a smile, from ARA Services.

The Massachusetts Convention Center Authority receives the "New Business Development of the Year Award" from the Greater Boston Chamber of Commerce. (L-R): Robert Q. Crane, MCCA Chairman and State Treasurer; James L. Sullivan, President, Greater Boston Chamber of Commerce; Francis X. Joyce, Executive Director, MCCA.



William M. Bulger, Senate President, Massachusetts legislature.



Robert Q. Crane, MCCA Chairman and Massachusetts State Treasurer.



Jack Hynes, son of Mayor John B. Hynes, and well-known TV broadcast journalist.



Colonial singers entertain visitors in the first floor Registration Area.





October 6, 1988



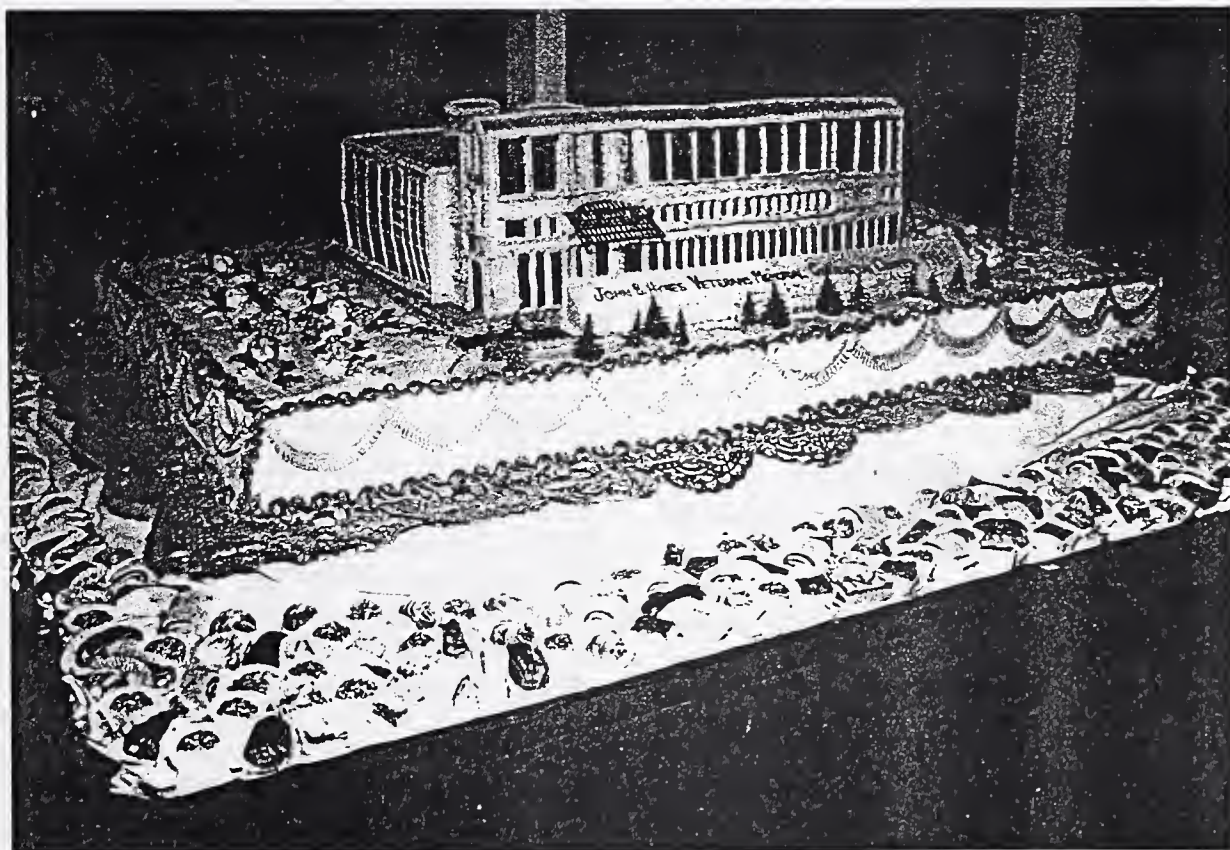
Crane and Joyce, looking at the time capsule from 1965, when the old Hynes Auditorium was dedicated, are Robert Q. Crane and Francis X. Joyce.



Current and former members of the Authority together with the Executive Director: (Top, L-R) Byron Gilcrest; Robert Epstein; Joseph F. Fisher; Robert J. Ryan, Esq.; Thomas E. Finnerty, Esq.; Robert H. Quinn, Esq.; (Bottom, L-R) Robert Q. Crane; Francis X. Joyce, Executive Director; Micho F. Spring; John J. Coleman. Not shown is current Authority member M. David Lee, Jr., who was out of town on business.

ment along with Cajun food. The "Sports Center" featured food you'd find at a sporting event (hot dogs, pretzels and ice cream) along with sports displays from the New England Sports Museum, including the major attraction of the recently commissioned Larry Bird statue. The "Irish Village" was a favorite spot, with plenty of Irish food, great Irish music and authentic Irish step dancers.

There was, of course, the required cake-in-the-shape-of-the-building—a magnificent, edible model of the Hynes Veterans Convention Center. Our visitors enjoyed the Hynes—in more ways than one!




A delicious version of the Hynes delighted thousands and fed hundreds—compliments of Montilio's Bakery.

the opening of the original Hynes Auditorium in 1965.

Following the formal Dedication Program, the celebration moved to the Hynes' third level, where food and entertainment representing the many worlds of Boston were presented. History, culture and entertainment blended into one celebratory experience that our visitors won't soon forget.

The Hynes' 25,000 square foot ballroom contained a multitude of theme areas. Centerstage was a band, providing swing and modern music, while the perimeter of the room contained food stations presenting French, Italian and Oriental cuisine. One end of the ballroom contained a French cafe, while the other end featured a colonial "tall ship."

Many of the Hynes' meeting rooms were "Theme Areas," giving guests a great variety of food, entertainment and ambience to choose from. The "Jazz Club" featured great jazz and blues entertain-



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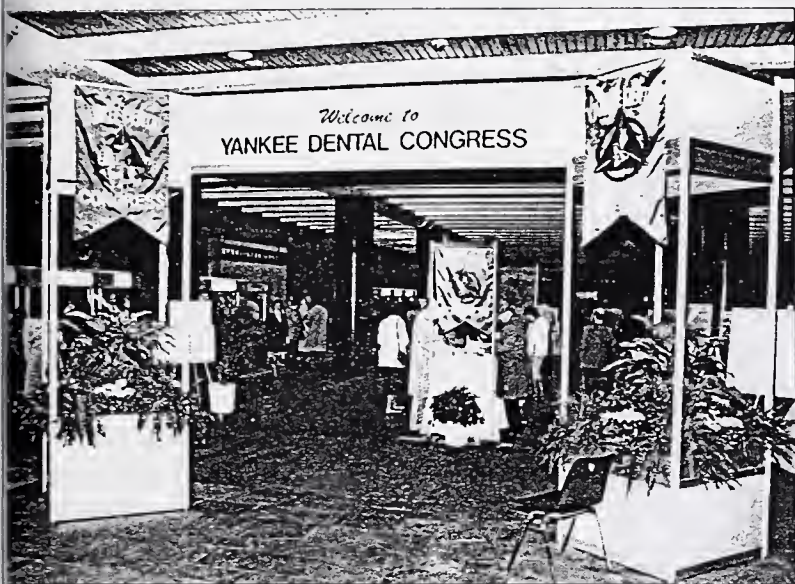
Convention Spotlight

A Review of Yankee Dental Congress 14

by Peg Pollard
Director of Communications
Massachusetts Dental Society

The Yankees are coming...the Yankees are coming." Not the baseball team, but thousands of people in dentistry and its related professions.

Some 21,000 dentists, hygienists, assistants, office managers, laboratory technicians, students, exhibitors, spouses and guests descended on Boston's Hynes Veterans Convention Center between January 19 and 22, when the 14th annual Yankee Dental Congress convened.



"The Yankee" (as it's known to insiders) is presented by the Massachusetts Dental Society, in cooperation with the dental societies of Maine, New Hampshire, Rhode Island and Vermont. The four day event was comprised of scientific meetings and lectures, technical exhibits, fashion shows, luncheons, health screenings, tours, dances, concerts and art exhibits!

Luminaries of the dental profession spoke to standing-room-only audiences; dentists and their staffs updated their knowledge and added to their continuing education credits; and business meetings took place. But it wasn't "all work and no play" at the Yankee.

Couples enjoyed a "Fabulous 50s" party. Judy Collins enchanted concert goers. And Pat Paulsen—"almost" president of the U.S.—gave his "inaugural" address at the opening ceremony.

Masterpieces in Dentistry

"Masterpieces in Dentistry," the theme for the 14th Yankee, reflects the high standards of the event's organizers. The Yankee Dental Congress has grown into the fifth largest dental meeting in the country. And the Hynes management tells us we're the second largest conference held in the new convention center since its opening.

The 14th Yankee was the "best Yankee yet," according to Dr. Arthur Sandler, President of the Massachusetts Dental Society. He points out that the conference has a scientific program "surpassed by none in scope and depth of speakers and subject matter."

Successful Winter Meetings!

"Why Boston in January?" is a question the Dental Society's meeting planner, Michelle Whitehead, has been asked countless times.

Her answer: "People are looking for something special to do at the beginning of the year. Good speakers are available. And, with the

amenities the Hynes offers, in conjunction with the Sheraton and Copley Marriott and Westin hotels, plus Copley Place and Prudential Center, Boston in January can't be bettered for holding a major meeting." And, she adds, the excitement, shopping, dining and entertainment that Boston offers is a drawing card. "After all, not everyone wants to ski in January."

The Massachusetts Dental Society has a long history of holding mid-winter meetings. When the first Yankee meeting convened in 1976, Massachusetts dentists were receptive to the idea, as were participating professionals from other states. Attendance grew from 7,090 in 1976 to 20,949 in 1989—so we must be doing something right!

Weather *did* present some problems in the early years, but nothing New Englanders couldn't handle. Mother Nature has cooperated during the last several



years, providing us with snow-free, tranquil days. And now that the new, expanded Hynes Veterans Convention Center is completed, we're ready for anything. Enclosed and environmentally controlled walkways connect the Hynes with several nearby hotels and shopping areas, making the winter weather even less of a factor.

Professionalism & Quality

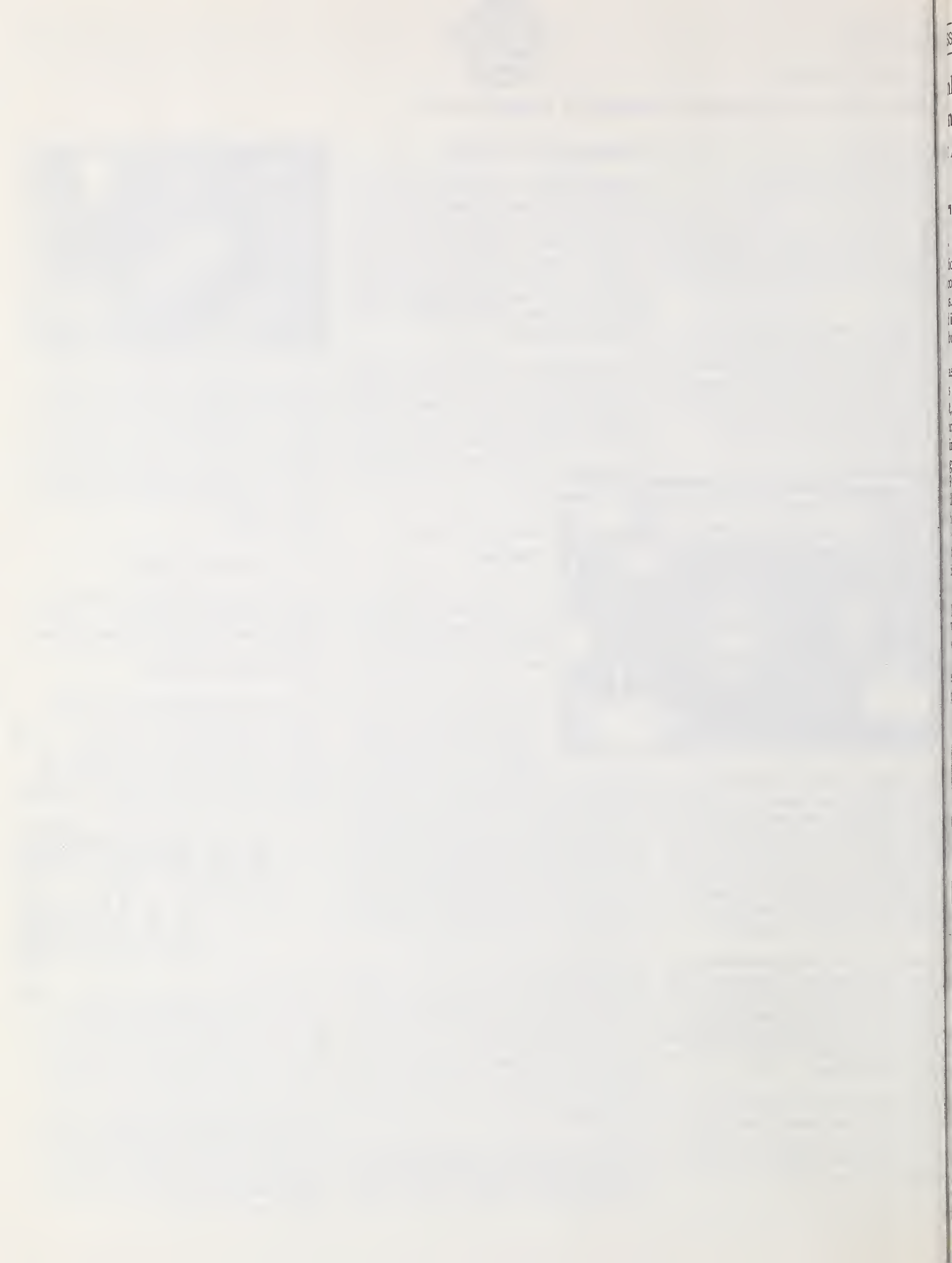
The Yankee showcased 531 technical exhibits, presenting a multitude of wares, ranging from computers to latex gloves, false teeth to insurance, and infection control techniques to cameras.

A survey by the Dental Manufacturers Association showed that last year's exhibitors thought "the exhibit portion of the convention was managed very well. Registration was orderly and traffic was good."

Masterpiece in Dentistry

Exhibitors gave particularly high marks to attendee interest in the exhibits, number of people who visited the exhibits, and security. They also gave high marks to the meeting's "professional tone."

"I'm very proud of the staff and volunteers who make the Yankee run so smoothly," says Dr. Sandler. "They have nurtured the event and fine-tuned its professionalism, making it the superlative dental meeting that it is."





Yankee Dental Congress Marks Hynes 14th Anniversary

The Massachusetts Convention Center Authority (MCCA) and the staff at the Hynes Veterans Convention Center were especially happy to welcome back the Yankee Dental Congress. "The Yankee" was the first event held in the new Hynes when we opened the building in January, 1988.

For last year's thousands of Yankee attendees we would like to say two things. First, thank you for putting up with the inconvenience of ongoing construction during your 1988 event. And second, congratulations on your record-breaking 1989 event. We were pleased that so many of the Yankee's attendees commented enthusiastically about the new Hynes.

Now that the marble floors are completed and polished, the brass fixtures are in place, the Cafe is open, and our kitchens are fully operational and being run by ARA services. Our Customer Service Center is now fully operational.

The Massachusetts Dental Society showed great faith in the MCCA by agreeing to hold the very first event in the new Hynes, back in January, 1988.

Michelle Whitehead, Director of Meeting Planning & Member Services for the Society remembers having reservations. "Nervous? Of course I was nervous. But I was also confident that the Hynes folks would make good on their promise of opening the building on time," she says.

"We held the largest convention in the Society's history in a brand new, untried building. We hosted thousands of dentists, hygienists, technicians and other guests, and we featured some hundreds of exhibitors. It could have been a nightmare, but instead it was a dream come true. The 1988 Yankee Dental Congress was an unqualified success."

Now, at the Hynes, are glad that the recently completed 14th Annual Yankee Dental Congress was even bigger and better.

GBCVB Promotes McDermott To Executive Vice President

Mark McDermott, already one of Boston's busiest executives in the hospitality industry, has become even busier. McDermott has recently been promoted to Executive Vice President and Chief Operating Officer of the Greater Boston Convention & Visitors Bureau (GBCVB).

As Executive Vice President, McDermott is principally responsible for the management of all internal operations of the private, non-profit visitor marketing and service agency for the Greater Boston area, which represents 650 member firms. He will direct the Bureau's six departments and manage its 40-person staff.



"Greater Boston has made tremendous strides in the convention and visitors industry during the past several years, and I'm proud to be part of this success story," McDermott says. "The Boston of 1989 really is a world class convention city. We have many first class hotels, we have the state-of-the-art Hynes Veterans Convention Center, and we have transportation, shopping, dining and entertainment that is second to none.

"I look forward to telling our story to people around the country and around the world. I believe our biggest challenge is the increased competition from other

convention destinations," McDermott adds. "But I'm confident that our staff is prepared to compete in the big leagues of the convention business. The cooperative nature of the Boston convention industry—with our staff working hand-in-hand with the hotels and with the Hynes staff—ensures the success of our efforts."

McDermott has held the GBCVB's deputy management position of Vice President since 1986, when the Bureau was reorganized to meet the needs of the growing convention and visitor industry in Boston. He joined the organization in 1983 as Vice President of Sales, overseeing the convention and tourism marketing programs of the agency, and developed the sales strategies employed by the Bureau today.

Prior to joining the GBCVB, McDermott spent six years as Executive Vice President of the Albany County Convention & Visitors Bureau in Albany, New York. As the first Chief Executive of the Albany Bureau, McDermott was responsible for developing the organizational structure and funding for the agency as well as managing its operations.

McDermott began his career in Buffalo, New York, where he served first as Assistant Director of Tourism and then as Manager of Transportation and World Trade for the Greater Buffalo Chamber of Commerce from 1974 to 1978.

McDermott is a 1973 graduate of Niagara University with a Bachelor of Science degree in Transportation, Travel and Tourism. He also received a Certificate of Completion in 1979 from the Institute for Organization Management, a joint program of the United States Chamber of Commerce and the University of Notre Dame.

McDermott is an active member of the International Association of Convention & Visitors Bureaus, the American Society of Association Executives, the Professional Convention Management Association, Meeting Planners International, and serves on the Advisory Committee to the Niagara University Institute of Travel, Hotel & Restaurant Administration.



Schedule of Events

The following is a partial list of conventions and meetings booked into the Hynes Veterans Memorial Convention Center during the next several months:

March

NAP—"Everybody Needs a Profit"	March 7-8
AMERICAN ASSOCIATION FOR COUNSELING & DEVELOPMENT	March 15-17
NEW ENGLAND HEALTHCARE ASSEMBLY	March 20-22

April

NATIONAL COUNCIL OF SAVINGS	April 3-5
BM	April 5-6
AMERICAN ALLIANCE FOR HEALTH, PHYSICAL EDUCATION, RECREATION & DANCE	April 20-22
ELECTRONIC MOTION CONTROL SOCIETY	April 11-13
BOB SHOP SHOW	April 25-27

May

AMERICAN ASSOCIATION FOR THORACIC SURGERY	May 8-10
NEW ENGLAND ENVIRONMENTAL TRADE SHOW	May 9-11
NATIONAL ASSOCIATION OF COLLEGE ADMISSION COUNSELORS	May 10-11
NATIONAL ASSOCIATION OF STATE DEPARTMENTS OF AGRICULTURE	May 15-17

June

AMERICAN SOCIETY FOR TRAINING & DEVELOPMENT	June 6-8
NATIONAL EDUCATIONAL COMPUTING CONFERENCE	June 20-22
AMERICAN SOCIETY OF PERSONNEL ADMINISTRATION	June 25-28

Experience the new Hynes Veterans Memorial Convention Center, and treat your group to the many amenities of Boston. Call the Hynes Marketing Office at (617) 954-2300.

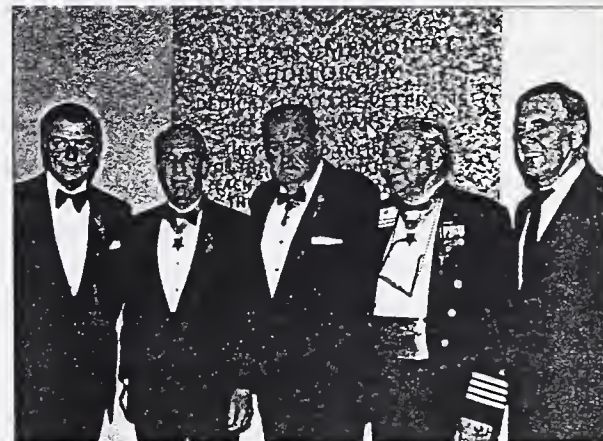
Veterans Honored

Hynes Auditorium Dedicated

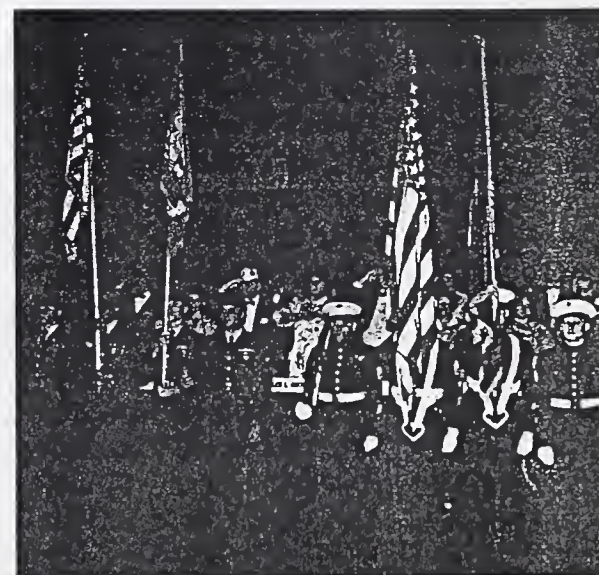
In a ceremony on October 30, 1988 local veterans were honored as the Hynes' 5,000-seat auditorium was named the Veterans Memorial Auditorium.

The event, which hosted thousands of veterans, included the dedication of the Veterans Plaque, a reception, speaking program and a fine dinner.

"The building is new, but the sentiments are old: honor, quality and service," says Francis X. Joyce, MCCA Executive Director. "The combination of the modern and the traditional in the convention center speaks of innovation and memory—an appropriate combination in a city that cherishes both equally."



Jack Hynes, Boston newsman (far left), and Mayor Raymond L. Flynn (far right), honor three local Medal of Honor recipients: Thomas J. Hudner, Jr., Deputy Commissioner, Veteran's Services, Commonwealth of Massachusetts; Charles MacGillivray; and Capt. George L. Street, U.S. Navy (retired).



Military honor guard participates in the ceremony.



Profile: Ken Caron

ine Food Service from ARA

As a General Manager of Food Services for ARA, Ken Caron had a choice to make late in 1987: He could take part in the food service operation for the 1988 Olympics in Seoul, Korea, or he could head up the ARA team at the new Hynes Convention Center in Boston.

He chose the Hynes.

Why? Because he wanted a *new* challenge. Caron had not yet handled the food service operation for a brand new, major convention center. But he *had* been part of the team providing food service at the 1984 Summer Olympics in Los Angeles (where he managed the serving of half million meals); he led the food service operation at the 1987 Pan Am Games in Indianapolis (where ARA prepared 25,000 meals a day); and he managed the 1984 World's Fair in Louisiana for ARA.

"I saw the Hynes as a prestigious, high visibility location, and one where I would be totally responsible for the results," Caron says. "Opening a major new convention center is a unique situation, one that presents many professional challenges. And I love a great challenge!"

Education = Long Hours

Caron started his Boston stint in November of 1987, three months before the Hynes held its first event. The first phase of his operation required several months of 16-hour days (he has recently "slowed down" to 10 to 12-hour days.)

"I really enjoyed the challenge of creating my own team and setting up systems that could serve the Hynes' special needs," Caron says. "We at ARA have established a great working relationship with the Hynes staff and the people at the Massachusetts Convention Center Authority. We all have the same goal: To provide visitors to the Hynes with the best possible experience."

From the very beginning I was impressed with the quality of everything at the Hynes: From the marble floors and brass fixtures to the best kitchen equipment money can buy. The Hynes management supplied us with all the tools needed to provide the best food service possible. They showed us the kitchen and said,



"The rest is up to you!" They gave us the freedom to do what ARA does best: provide quality food to great quantities of people."

Active & Accessible

Caron has been described as "the calm at the center of a hurricane of activity." His demeanor is calm, yet he is constantly active. One never knows whether he'll be in his office making calls to vendors, in the kitchen supervising the upcoming meal, in the ballroom watching his people serve, or on the loading dock checking the fresh produce.

He's accessible to his staff and to meeting and convention planners who are counting on him to make their groups' meals pleasant, hot and timely. Caron is reachable via phone, walkie-talkie and beeper.

"This job would give some people ulcers, but I thrive on it," Ken says. "I keep an even keel, even when the going gets rough. Maybe it helps that I never take work home with me—I simply stay and work for as many hours as necessary."

Caron created his working style during his seven years with ARA Services, working in Providence, Rhode Island; Atlantic City, New Jersey; and most recently at the Denver Convention Complex. A long-time food service professional, he attended Johnson and Wales College in Providence, where he received an Associates Degree in Culinary Arts, and a Bachelors Degree in Food Service Management.

A Tribute

Continued from Page 1

Bob was a man of many parts. A gifted teacher and a lifelong student; an avid reader whose keen mind and remarkable memory enabled him to discuss great books with taste and insight; a citizen soldier who served his country in World War II and who was awarded a Purple Heart.

Bob was the consummate public servant: His outstanding career in the FBI spanned more than two decades. He was subsequently chief of security for the Massachusetts Lottery Commission. As comptroller of our Commonwealth, he achieved administrative reforms that set new standards for that office.

As one of the nation's best-known FBI agents, he gathered the evidence and made the arrests that ended many criminal careers. Even defense attorneys agreed Bob had no peer as a witness, and his testimony was often instrumental in convicting those he charged with crime. It is small wonder that he was highly-regarded among lawmen.

What is remarkable, however, is that he was also esteemed by so many of those he had sent to prison. They remembered his visits and his encouragement. When they were released, he worked as hard on his own time, at his own expense, to help them back into society as he had worked to separate them from it.

That provides some small insight into the extraordinary qualities of this remarkable man who combined sensitive empathy with uncompromising dedication to duty. It was ironic that after all his work to bring the new Hynes Convention Center into being—and his efforts were prodigious—he was unable to witness the final months when the project took shape. After so many years of struggling with blueprints and graphs, with contracts and schedules, he was able to make only one visit, shortly before he died, to see the translation of his contribution into stone and steel.

But he had the satisfaction of having done a job well—and that was all he ever seemed to require.

Sing no sad songs for Bob.

Save them for those of us who will have to get along without him.



Director of Sales Appointed to MASSMEETINGS' NYC Office



The MASSMEETINGS Program recently received a boost as veteran hospitality salesperson Laura J. Wolf joined the MASSMEETINGS team. Wolf will head the MASSMEETINGS

office in New York City, which serves corporate and association clients in the North Atlantic States.

Wolf recently held a series of sales positions with Marriott Hotels & Resorts, and has worked in Atlanta, Washington, D.C., and Ft. Lauderdale. She worked closely

with corporate and association clients throughout the country.

"We are pleased to welcome an industry professional with outstanding credentials," says Ernest A. Lucci, MCCA Director of Sales and Marketing. "We need the best talent available, because the MASSMEETINGS Program represents not just one facility or location, but the entire Commonwealth of Massachusetts. There's a lot to learn, because Massachusetts has so much to offer. Laura is already well on her way to being an expert on Massachusetts as a convention and meeting destination."

New Hynes Brochure Available

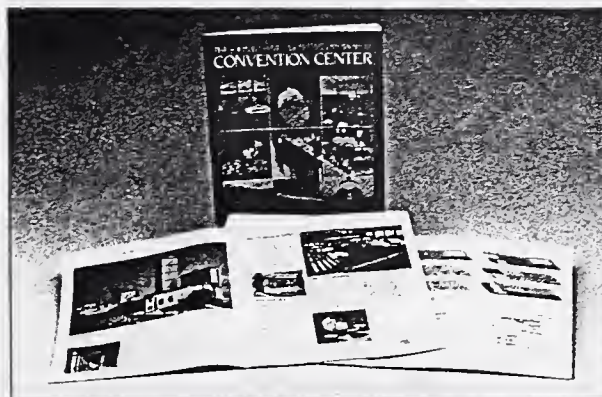
We have just completed production of a new brochure describing the new John B. Hynes Veterans Memorial Convention Center. It is available to meeting and convention planners, corporate executives, and others interested in learning what Boston's new convention center is all about.

The four-color, 16-page brochure contains photos and descriptions of the Hynes, maps of the immediate vicinity and of Boston, floorplans of all four levels of the building, and room descriptions and specs.

Meeting and convention planners will be able to make estimates of their space needs and begin planning traffic flow between their exhibit areas and their seminars and smaller meetings.

For a copy of the new Hynes brochure, call or write us (using the handy form below). We'll be glad to discuss tentative dates and answer any questions you may have.

Call the Hynes at (617) 954-2300, or fill in the form below and mail to Joanne Quilty, MCCA, Suite 225, Prudential Tower, Boston, MA 02199.



Please send the new Hynes brochure to:

Name _____
 Title _____
 Organization _____
 Address _____
 City & ZIP _____
 Phone _____

Mail to Joanne Quilty, MCCA, Suite 225, Prudential Tower, Boston, MA 02199.

MASSMEETINGS is a publication of the Massachusetts Convention Center Authority (MCCA), which owns and operates the John B. Hynes Veterans Memorial Convention Center.

"MASSMEETINGS" is also the name of an innovative marketing program that the MCCA coordinates on behalf of the Massachusetts meeting and convention industry. The sales function of MASSMEETINGS is carried out by four regional offices.

Washington, D.C.

(202) 898-0909

Mark Broderick, Sr. V.P. of Sales

Ken Slattery, Regional V.P. of Sales
 New York City

(212) 575-3140

Laura Wolf, Director of Sales
 Chicago

(312) 664-0676

Gordon Ruppert, Regional V.P. of Sales
 Boston

(617) 954-2300

Carolyn Grimes, Corporate Sales Mgr.



MASSMEETINGS is a cooperative marketing program of these organizations. For specific information and assistance, please contact:

Massachusetts Convention Center Authority

Ernest A. Lucci, Director of Marketing,
 John B. Hynes Veterans Memorial
 Convention Center
 (617) 954-2300

Massachusetts Office of Travel & Tourism

Richard P. Rust, Director of Tourism
 (617) 727-3205

Greater Boston Convention & Visitors Bureau

Robert E. Cumings, President
 (617) 536-4100

Bristol County Development Council

Sheila Martines Pina,
 Executive Director, (508) 997-1250

Cape Cod Chamber of Commerce
 Michael J. Frucci, Executive Secretary
 (508) 362-3225

Greater Springfield Convention & Visitors Bureau

Susanne M. Carrion, Acting Executive
 Director, (413) 787-1548

Worcester County Convention & Visitors Bureau

Maureen Gardner, Executive Director
 (508) 753-2920



Moving Into High Gear

By Francis X. Joyce
Executive Director, MCCA

It's summer, 1989, and we're ready, willing and able to move into high gear at the John B. Hynes Veterans Memorial Convention Center. The construction delays that plagued us during the past year have been resolved and we are now ready to provide meeting planners with the best convention experience possible.

We are proud of our accomplishments and successes—and with good reason. We constructed a new \$200 million, 360,000 square foot building in the middle of a bustling city. Not only that, the Hynes earned architectural accolades from both the *New York Times* and *Progressive Architecture* magazine. (See excerpts from the *New York Times* article on page 6.)

And with an eye on our principal objective, I'm pleased to report that we filled our facility with a wide array of meetings and conventions. We thus met the needs of many associations and corporations while serving the best interest of the people of Massachusetts.

Users of the Hynes have benefited through increased attendance at their events. And the people of Massachusetts have benefited through the positive economic impact the Hynes has had on the statewide economy.

In fact, a recent study concludes that the Hynes has generated more than half a billion dollars in economic impact and over \$40 million in new tax revenue in 1988. (See story on page 8.) These numbers are all the more impressive when one takes into account that we are a full four years ahead of the economic impact projections made for 1988, the Hynes' first year of operation.

Continued on page 2

Volume IV, Number 2

Summer 1989

Boston Welcomes The American Society of Association Executives ASAE Brings "The Convention of Conventions" to Boston's New Hynes August 12-16

ASAE—the American Society of Association Executives—is bringing its biggest annual event to Boston August 12 to 16.

It seems to be a toss-up as to who's more excited: Boston, because we're hosting ASAE's 69th Annual Meeting and Exposition, or ASAE, because 6,000 of its members will be visiting Boston, the world class city that's now in the major league of convention destinations.

This year's event will be headquartered in the new John B. Hynes Veterans
Continued on page 3



The Hynes will host hundreds of booths and thousands of ASAE members.

MCCA Donates Hynes to ASAE Foundation

ASAE will be auctioning off the Hynes Veterans Memorial Convention Center August 13 to 15 in the ASAE Foundation Silent Auction. Valued at over \$100,000, the prize—an eight-day, building-wide event at the Hynes—is the largest prize ever offered at an ASAE Silent Auction.

"We decided to 'give away' the Hynes because everyone will be a winner," says Francis X. Joyce, MCCA Executive Director. "The ASAE Foundation will benefit through the large cash donation from a major organization. The organization with the winning bid will get the Hynes at a discount price. And Boston will benefit by hosting a major event."

The Hynes prize includes the rental fee for the entire building for a four-day event plus four days for set-up and take-down. ■

MCCA welcomes ASAE "Boston SHYNES!"

ASAE's 69th Annual Meeting & Exposition will officially start Saturday, August 12 at 6:30 p.m. with an Opening Party at the Hynes Veterans Memorial Convention Center. The building-wide gala will be sponsored by the Massachusetts Convention Center Authority (MCCA), which owns and operates the Hynes.

"Boston SHYNES!" is the theme encompassing the many activities during ASAE's event sponsored by the MCCA. Francis X. Joyce, Executive Director of the MCCA says, "'Boston SHYNES!' is our way of communicating that Boston and the Hynes work hand-in-hand to meet the needs of ASAE's members—both during this convention and during the future events organized by individual ASAE members."

"Boston really does shine, with all the facilities and amenities a convention planner could desire," Joyce says. ■



Moving Into High Gear

Continued from page 1

We believe this is quite a feat, especially in light of the fact that we were operating the Hynes while construction crews were finishing portions of the building. Through it all, the various associations and organizations that used the Hynes were extremely cooperative. I would like to extend an enthusiastic and public "thank you" to each and every one of them.

The following is a brief overview of some of the successes enjoyed by users of the new Hynes:

- The American Occupational Health Conference, a large medical group, met in the Hynes this April. The group used nearly all of the building's 37 dedicated meeting rooms, in addition to 82,000 square feet of exhibit space.

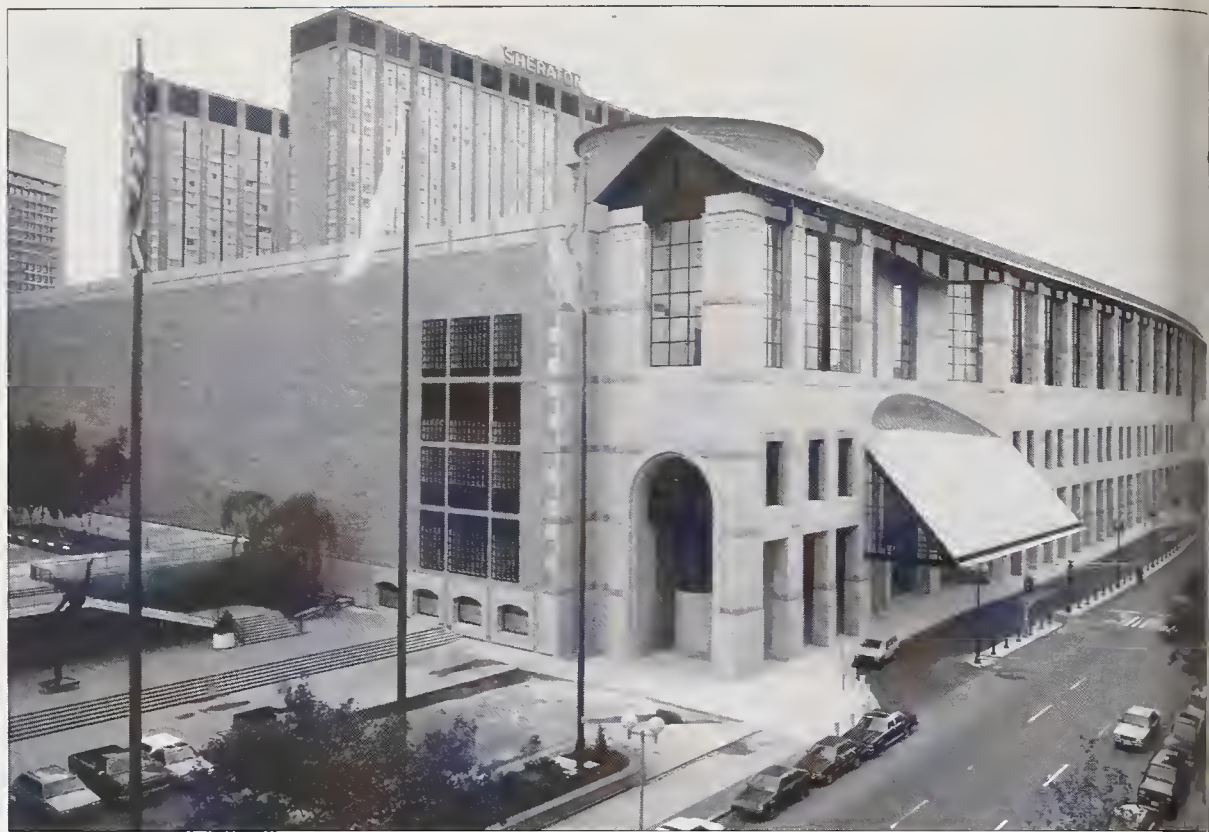
- The American Society for Training & Development used 84,000 square feet of exhibit space. They are another meeting-intensive group. They exceeded their estimated attendance by more than 1,000 participants.

- The National Council of Savings Institutions assembled at the Hynes early last year and again this April. They experienced some construction-related problems in 1988, but returned this year for a trouble-free event.

- The Council of Logistics Management occupied every one of the Hynes' meeting rooms in October 1988. As part of the event, the Council's members were entertained by the Boston Pops in the Hynes Veterans Memorial Auditorium.

- SEMICON East, a large regional/international trade show, hosted thousands at the Hynes in September 1988. The event will return to the convention center later this year, and has booked its shows for the next three years as well.

- The American Society of Personnel Administrators was the most recent large event in the Hynes. The exit interview conducted by our staff and ASPA organizers informed us that increased atten-



The new John B. Hynes Veterans Memorial Convention Center is the cornerstone of Boston's bustling convention industry.

dance and a smooth event left ASPA with a positive impression of the facility and services delivered.

- Last March, NetWorld was held for the first time ever in Boston. Attendance broke 10,000, which exceeded its organizers' expectations. While this year's event occupied levels two and three of the Hynes, all three levels have been booked for 1990. Meanwhile, tentative bookings are being held for 1991 through 1994.

- Motion Expo premiered its first event at the Hynes in March 1989. Although the planner admits he initially had some reservations about the new building, following the success of the show he decided to re-book the Hynes for 1990—and he has made a tentative booking for 1991.

- The New England Fuel Institute, a long-time user of the old Hynes Auditorium, was delighted with its experience at the new Hynes Convention Center in June—so much so that the Institute has re-booked the building for every odd year through 1995.

Most of the groups using the Hynes had attendance 10 to 30 percent above their previous year.

Now that the Hynes is fully operational, construction crews are out, and the Massachusetts Convention Center Authority has total control over what happens in the building, we're ready to provide meeting planners with all the benefits of a truly world-class convention facility.

I invite meeting and convention planners from associations, corporations and institutions nationwide to consider Boston and the Hynes for your next major event. We're dedicated to showing you what hospitality really means. ■

"We've been following the progress of the Hynes for a long time. From our first 'hard hat tour' several years ago to our '89 convention in June, we've received first class treatment all the way."

***- Margaret Maczulski, Manager of Meetings & Conference Planning
American Society of Personnel Administrators***



ASAE

Continued from page 1

Memorial Convention Center. Most activities will take place in the spacious halls and well-appointed meeting rooms of the Hynes. Additional events will take place in nearby hotels—all within easy walking distance.

Everyone in Boston's hospitality industry has August marked in their calendars, as we prepare to host one of the most influential association groups in the world.

We at the Massachusetts Convention Center Authority look forward to welcoming ASAE to Boston's widely acclaimed Hynes Veterans Memorial Convention Center," says Francis X. Joyce, MCCA Executive Director.

Ambitious Program

ASAE's theme "The Continuing Revolution" is sub-titled "Shed Limits and Reach New Starting Points," emphasizing the ambitious nature of this year's event.

This year's speakers are just as ambitious. Keynote speaker Jeffrey Archer is a best-selling novelist and former member of the British Parliament. Donald Trump, billionaire real estate tycoon, will speak on "The Art of the Deal." Other speakers will entertain and educate ASAE's members as well.

Association executives from around the country will be in town to attend education sessions and the 725-booth trade show featuring products and services available to the association community. In addition, these executives will be checking out the facilities at the Hynes and the downtown hotels as future sites for their own associations' meetings.

All of us in Boston look forward to showing ASAE's members how much Boston has changed over the past few years," says Joyce. "New hotels, new shopping and entertainment facilities, and, of course, the new convention center are all ready to treat your group's members to a first class hospitality experience."

Happenings at the Hynes



Ford Motor Company introduces its new line in the Hynes Veterans Memorial Auditorium.



Disney puts on a show in the ballroom.

Boston Bound

"We are very pleased about coming back to Boston," says ASAE President R. William Taylor, CAE. "Boston has always been a good meeting site for us, especially since much of our membership is within easy access to the city. Boston has always held a special magic and charisma."

"The new Hynes Convention Center was definitely a major factor in our decision to return to Boston." ■



Boston's advertising community meets at the Advertising & Sales Promotion Show.

"The Hynes staff is unparalleled in service. Our annual convention—held last June, when the building was still undergoing construction—went flawlessly. We were fully briefed about possible problems, and the Hynes people suggested many solutions. We're returning to the Hynes in 1995, and I can just imagine how great the service will be in a completely functional facility."

***- Dr. Joseph Dowd, Past President
American Urological Association***



Hynes Schedule of Events

The following is a partial listing of conventions, exhibitions and meetings being held in the Hynes during the remainder of 1989.

August

- ASAE—American Society of Association Executives 69th Annual Meeting & Expo ... August 12-15
- American Association of Nurse Anesthetists August 19-24
- UniForum/Boston '89 August 22-24
- Chevrolet New Car Show August 22
- Scitex Graphic Arts Users Association August 27-30
- 47th World Science Fiction Convention August 31-September 4

September

- International Society for Optical Engineering..September 6-8
- SEMICON/EAST 89—Semiconductor Equipment & Materials International September 11-15
- American Board of Internal Medicine September 12-13
- National Association of Life Underwriters ..September 18-21
- International Council of Shopping Centers..September 23-27
- National Association of Convenience Stores Annual Meeting September 24-27

October

- International Racquet Sports Association October 3-4
- Electronic Imaging East '89 October 3-5
- 1989 User's Group—Access Technology October 11-13
- National Association of Elevator Contractors Convention October 16-17
- AMEX IDS Financial Planners Banquet October 14
- Wearers of the Green—Dartmouth College October 20

- American Vacuum Society's 89th Annual Convention October 24-26
- Law School Forum October 27-28
- DISCO INC. Job Fair October 27-29
- Business to Business Expo October 31-November 2
- American College of Chest Physicians October 31-November 2

November

- Business to Business Expo October 31-November 2
- American College of Chest Physicians October 31-November 2
- Boston University School of Medicine; Emergency Pediatrics November 2-4
- Mass. Package Stores Association Annual Tradeshow November 5
- Footwear Industries of America Convention November 9-12
- American Board of Internal Medicine November 7-8
- Northeast Cogeneration Expo & Conference November 15-16
- Lumbermens Merchandising '89 Annual Meeting November 19-21

December

- 19th Annual Christmas Crafts Show December 1-3
- Digital Consulting Conference December 4-8
- Lotus Christmas Party December 8
- Archaeological Institute Convention December 27-31

"We held the largest convention in the Society's history in a brand new, untried building. We hosted thousands...and featured several hundred exhibitors. It could have been a nightmare, but instead it was a dream come true. Thanks to the Hynes staff, the 1988 Yankee Dental Congress was an unqualified success."

*—Michelle Whitehead, Director of Meeting Planning & Member Services
Massachusetts Dental Society*



Profile of ASAE President R. William Taylor

The 1980s may well be known as "The Taylor Years" at the American Society of Association Executives (ASAE), as R. William Taylor's influence has been positive, significant and visible. Since he assumed the presidency of ASAE in October 1981, membership in this 69-year-old association has doubled to more than 18,000, and annual income has tripled to some \$14 million.

Prior to becoming ASAE's President, Taylor served as Chief Staff Executive of the Society of Manufacturing Engineers (SME) in Dearborn, Michigan. During his tenure, SME grew from 40,000 members to more than 60,000 members. From 1963 to 1968, Taylor was Chief Staff Executive of the American Institute of Mining, Metallurgical & Petroleum Engineers in New York City. Prior to that, he edited the



R. William Taylor

monthly publication of the Society of Petroleum Engineers. In 1976, Taylor received the Key Award, ASAE's highest

professional honor for Chief Staff Executives of associations. In 1975-76, he served as ASAE's Chief Elected Officer, and is credited with the creation of the Certified Association Executive (CAE) program, and the staff specialist sections of ASAE. He is one of 20 convention industry executives who has been inducted into the Hall of Leaders, sponsored by the Convention Liaison Council.

Taylor holds a master's degree from Ohio University and has served in the Air Force. He has been listed for many years in *Who's Who in America* and *Who's Who in the World*. He currently serves as Chairman of the Awards Committee of the President's Citation Program for Private Sector Initiatives (PSI), and is a member of President Bush's PSI Presidential Board of Advisors. ■

MASSMEETINGS Ends 5-Year Success Story

Due to budgetary constraints, the MASSMEETINGS Marketing Program will close its doors having generated more than \$560 million of definite booked meetings and conventions business for the commonwealth of Massachusetts.

With sales offices located in Boston, Chicago, New York City and Washington, D.C., the cooperative marketing effort has produced a potential \$2.5 billion in economic impact for Massachusetts. MASSMEETINGS generated over 2,500 qualified sales leads for the five regional convention and tourism participants whose innovative foresight developed the statewide endeavor in 1984.

The Massachusetts Convention Center Authority, a primary participant and coordinator of MASSMEETINGS, will maintain the Washington office to promote and generate sales for the new John B. Hynes Veterans Memorial Convention Center in Boston. In his new capacity as Director of National Sales for the Hynes,

Mark Broderick (formerly Senior Vice President of Sales for MASSMEETINGS) will maintain continuity in the Washington office and assist planners whose events require space in the new Hynes Convention Center. Heidi Buehl, formerly a meeting planner with the National Association of Housing and Redevelopment Officials, is National Sales Manager for the new Hynes Washington office. Colleen Finn will continue as Administrative Assistant.

"At a time when our peers in the nation's meetings and conventions industry are flattering us by developing similar statewide destination marketing programs based on MASSMEETINGS' design, we regret the necessity of ending a sales effort which has rewarded our unified investment by a margin of return in excess of \$200 for each one dollar spent over its five-year history," says Francis X. Joyce, Executive Director of the MCCA. "However, the program's demise in no way signals an end to our cooperative efforts in pursuing and servicing the convention

industry in the Commonwealth. This continued commitment to meeting the industry's needs is evidenced by our sponsorship and promotion of Massachusetts' various destinations and facilities at the upcoming ASAE 69th Annual Meeting and Exposition at the Hynes in August."

"Boston's hospitality community redefines the word 'hospitality'. My entire convention was negotiated and booked in a total of four working days largely due to their enthusiasm and professionalism."

***— Paul Rossi,
Director, Conventions/
Meeting Services
American Bankers Association***



The *New York Times* Reviews the Hynes

"How to Take the Curse Off Convention Centers"

(The following is an excerpt from a *New York Times* article, "How to Take the Curse Off Convention Centers," *Architecture View*, by Paul Goldberger, February 26, 1989. Highlighting is ours.)

Surely no building type is as disdainful of urban values as the convention center. Everything about a convention center flies in the face of what cities ought to be. To make a good one, you need vast amounts of horizontal space, far more than can fit on a single city block. So most convention centers end up stretching on for block after block, riding roughshod over any streets that are unlucky enough to fall in their path. And nothing is less wanted in all that exhibition space than natural light, meaning that these buildings are not only big boxes; they are big boxes without any windows. The typical convention center is like a beached whale on a city street—enormous, inert, and totally out of place.

Why is it, then that two new convention centers have recently been finished that manage not only to buck this trend but to triumph over it? *Both Boston and Seattle are now operating convention centers that rank as significant works of urban architecture. . . . At their best, these buildings are uplifting; at the very least, they deserve to be remembered as structures that break the curse of this kind of building once and for all.*

"[The Hynes] is one of the most unique convention centers in America, and, it is quite probably one of the most functional... Conference managers will fall in love with your meeting rooms when they see them."

***— John Riddle, Director of Meetings & Exhibits
International Association of Corporate
Real Estate Executives***

A word of history. The Boston building, designed by Kallmann, McKinnell & Wood, and the Seattle center, designed by TRA Architects [and] HNTB Architects, are not the very first attempts to make convention centers that are other than bleak boxes. For San Francisco's Moscone Center in the late 1970's, the architects Hellmuth, Obata & Kassabaum put the whole thing underground, which might be thought of as the ostrich solution; it was a well-meaning attempt, but marred both by confusing underground space and by the failure to do a good job with the rooftop park that was the justification for this approach.

And then there is New York's celebrated Javits Center, designed by James I. Freed of I.M. Pei & Partners, a stunning palace of glass that has spectacular lobby spaces and public areas, but exhibition spaces and meeting rooms that are no more appealing to spend time in than those of its lesser competitors.

Unlike the Javits Center, which is at a distant edge of midtown Manhattan, Boston's new Hynes Veterans Memorial Convention Center is at a central point in the city: it is part of the Prudential Center complex along Boylston Street in the city's Back Bay section. It was particularly important, then, that this building not be a bleak box, that it contribute something to the life of the important street on which it sits, and this is just what it does. The architects Gerhard Kallmann and Michael McKinnell have wrapped an elaborate masonry structure around two sides of a brick box, giving it what is, in effect, a public face containing an arcade, grandly



The Hynes is not only a functional building, it also enhances its urban environment.



Natural lighting and pleasant, spacious hallways characterize the Hynes.

Continued on next page



Architectural Review

Continued from previous page

scaled windows and carefully wrought ornamental details. . .

The architects here have . . . brought a new level of architectural experience to the convention center. . .

The new facade, like most of Kallmann, McKinnell & Wood's recent work, is classical in spirit, but gently so, without any literal use of the architecture of the past. There [aren't] the shrill and overstated details that are often associated with post-modernism. . . The granite facade is strong, handsomely proportioned. . . the architects have allowed portions of the building's steel structure to remain visible through it, to send a clear, if somewhat subtle, message that the convention center itself is a modern steel building, and that it has been girded in masonry as a gesture to the street. Steel for structure, stone for urbanism, we might say.

Inside, there is a sequence of truly splendid spaces, beginning with a monumental rotunda in the form of a great cylindrical drum. Topped by a flat wooden ceiling and punctuated by a row of rectangular windows near the top, the rotunda contains escalators that carry us through the space, a cunning mix of high-tech futurism and the traditional experience of a monumental staircase. *This is a room of both great discipline and tremendous exuberance, and it sets a noble tone for the rest of the building.*

The other interiors are nearly as good, once a priority of this building was to raise the mediocre quality of most convention center meeting spaces. Boston officials decided that since they could not compete with the nation's largest convention centers in terms of sheer volume of space, they might try marketing quality of appointments instead. And so in place of the raw concrete of the Javits center meeting rooms, the Hynes Center rooms paneled in wood; a ballroom with vaulted ceilings and spectacular light fixtures that look like overscaled umbrellas, and grand interior loggias looking out onto the street and Back Bay. . . ■

Facts About ASAE

Organization

The American Society of Association Executives (ASAE) is the professional society for executives who manage trade associations and professional societies worldwide. Founded in 1920 as the American Trade Association Executives with 67 charter members, ASAE now has a membership of more than 18,000 individuals representing more than 8,200 national, state, and local associations.

Goals

Because ASAE is an individual membership society, the organization's primary responsibility is to:

- Enhance the professionalism of association executives.
- Improve the performance of the voluntary membership organizations they represent.
- Assist these executives and their organizations in dealing effectively with public policy issues and in serving the broad needs of society.

Programs & Services

ASAE promotes and encourages the growth and advancement of the field of association management through a variety of programs and services, which include:

- Association Management, ASAE's award-winning monthly publication.
- Information Central, a clearing house of information relevant to associations.
- Continuing education programs and seminars.
- Two major meetings plus a Management Conference annually.
- The Certified Association Executive (CAE) program.
- Referral & Executive Search Services.



ASAE Chairman of the Board Roderick L. Geer and his wife Nena

- The Executive Development Program, co-sponsored by the University of Maryland, College Park.
- A wide range of publications, background kits, and studies on all facets of association management.
- Specialized award programs recognizing excellence among association professionals.
- An Association Evaluation Program.

Leadership

ASAE President R. William Taylor, CAE, runs the day-to-day operations of the \$14 million organization, with its staff of over 100.

Chairman of the Board Roderick L. Geer, Executive Vice President of the Million Dollar Roundtable, Des Plaines, Illinois, is ASAE's chief elected officer and is responsible for overall policy formulation and direction for the organization's activities. His one-year term as chairman ends in August 1989. ■

"The new Hynes Convention Center was definitely a major factor in our decision to return to Boston."

—R. William Taylor, CAE
President, American Society of Association Executives



More than \$500,000,000 in Economic Impact

Independent Study Shows Hynes Economic Impact 4 Years Ahead of Projections

A recently released study concludes that the Hynes Veterans Memorial Convention Center benefited the Massachusetts economy by more than half a billion dollars and generated more than \$40 million in new tax revenue to the commonwealth in 1988.

The study was conducted by the independent research firm Bell Associates, of Cambridge. Titled "An Assessment of the Impact of the John B. Hynes Veterans Memorial Convention Center on the Economy of the Commonwealth of Massachusetts," the study analyzed in detail the Hynes' economic impact for 1988, the center's first year of operation, and made projections for 1989 and 1990.

Exceeding Expectations

"We completed 1988 with the Hynes four years ahead of its scheduled economic goals," reports Francis X. Joyce, MCCA Executive Director. "The Authority com-

missioned a study by Touche Ross in 1985 which projected a 1991 economic impact of \$480 million—the year they expected the Hynes to attain its optimum level of activity.

"The actual first-year economic impact was \$584,383,225—far surpassing the earlier projections for the Hynes when it is fully operational. And, estimated total taxes generated by the Hynes in 1988 were \$40,213,445. We're rather proud of these accomplishments.

"We've proven that the Hynes is a significant factor in attracting major meetings and conventions to Boston, which benefits the entire commonwealth," Joyce says.

The new study projects that in 1989 the Hynes will generate \$761,422,458 in overall economic impact, and \$52,396,131 in taxes; in 1990 the Hynes is expected to generate \$950,757,008 in overall economic impact, and \$65,424,901 in taxes. ■

Meeting facilities raffle

A Mass. "Treasure Hunt" at Expo

The major meeting destinations throughout Massachusetts—from Cape Cod to the Berkshire Mountains—are sponsoring a "Treasure Hunt" August 13 to 15 during ASAE exposition hours.

The purpose is to familiarize meeting planners with all that Massachusetts has to offer. The "treasures" will be free meeting space, hotel rooms and other amenities donated by some of the commonwealth's finest hospitality organizations.

Sponsors of the Treasure Hunt include the Massachusetts Convention Center Authority, the Bristol County Development Council, the Cape Cod Chamber of Commerce, the Greater Boston Convention & Visitors Bureau, the Greater Springfield Convention & Visitors Bureau, and the Worcester County Convention & Visitors Bureau.

All ASAE attendees will receive a "Treasure Hunt Map" showing the locations of the sponsors' booths. Attendees (treasure hunters) must have their maps stamped in each booth in order to be eligible for the treasure hunt drawing, which will be held August 15, the final day of the ASAE Exposition in the Hynes exhibit of the Boston exhibit area. ■



The Boston Symphony Orchestra entertains thousands at the Hynes.

"I wanted to write and thank the staff of the Hynes Veterans Convention Center for a 'job well done!' Our recent trade show, Motion Expo '89, was a huge success thanks to the efforts of your staff."

*- Tom Van Soëlen, Show Manager
Tower Conference Management Co.*

MASSMEETINGS is a publication of the Massachusetts Convention Center Authority (MCCA), which owns and operates the John B. Hynes Veterans Memorial Convention Center.

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